

**We Claim**

1. A male stud of a snap fastener comprising a flange with means of attaching said flange to fabric material; the flange having a cylindrical or annular shaped wall extending axially therefrom, the wall comprising a plurality of circumferentially extending engaging portions each engaging portion being separated from the next engaging portion by a circumferentially extending non engaging portion.
2. A male stud of a snap fastener according to Claim 1 wherein at least one engaging portion extends radially outwards.
3. A male stud of a snap fastener according to Claim 1 wherein the engaging portion is arcuate or parabolic in shape.
4. A male stud of a snap fastener according to Claim 1 wherein the non engaging portion comprises a flat face.
5. A male stud of a snap fastener according to Claims 1 wherein the non engaging portion comprises a recess.
6. A male stud of a snap fastener according to Claim 5 wherein the recess is U-shaped, arcuate shaped or parabolic shaped.
7. A male stud of a snap fastener according to Claim 1 wherein the outer face of the engaging portions are inclined at an angle  $\beta$  to the longitudinal axis of said wall where  $\beta$  is in the range 13 to 23°.
8. A male stud of a snap fastener according to Claim 7 where  $\beta$  is in the range 16 to 20°, and preferably about 18°.

9. A snap fastener comprising: flanged male and female members with means of attaching said male and female members to fabric material; the flange of the male member having a first cylindrical wall extending axially therefrom, the wall comprising a plurality of circumferentially extending engaging portions each engaging portion being separated from the next by a circumferentially extending non engaging portion, wherein the engaging portions are configured to snap fit within an annular groove defined in a second cylindrical wall of the female member.
10. A snap fastener according to Claim 9 wherein the attaching means comprises a rivet or post member.
11. A snap fastener according to Claim 10 wherein the post member is mushroom shaped.
12. A male stud of a snap fastener comprising a male engaging portion for cooperating with a female portion in use, the male portion comprising a radially protruding flange having a discontinuous outer curved surface.
13. A male stud of a snap fastener comprising a male, engaging portion for cooperating with a female portion in use, the male portion comprising a radially protruding flange with a front face that in use first engages said female portion and having regions of greater and lesser radial protrusion circumferentially spaced therein thereby to reduce the amount of the outer circumference of the flange front face that abuts said female portion in use.
14. A male stud of a snap fastener according to Claim 1 wherein the end face, presented to a female portion in use, also comprises a plurality of circumferentially extending engaging portions each engaging portion being separated from the next by a circumferentially extending non engaging portion.